



YOUR business is OUR business!

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GREATER LAS CRUCES CHAMBER OF COMMERCE

ELECTION 2023

QUESTIONNAIRE FOR LAS CRUCES MAYORAL & COUNCIL CANDIDATES

To inform our membership & business community, we invite you to complete this questionnaire below. Your completed questionnaire, along with your resume, will be emailed to our list serve, along with posting on our website (lascruces.org). **Please submit this completed questionnaire & photo to dmoore@lascruces.org no later than Friday, October 20th.**

DISCLAIMER: The Greater Las Cruces Chamber of Commerce does not endorse candidates, but provides our members materials & resources to make informed decisions. Additionally, we provide general election information on the municipal elections & encourage voter participation.



CANDIDATE NAME (as it appears on ballot): Jason Daniel Estrada

PHONE: 575-644-1568 EMAIL: Jason@digitalsolutionsnm.com

Election/Candidate Website: Facebook: Estrada4CityCouncil

Please circle or highlight the position of which you are a qualified candidate:

Mayor

Councilor District 1

Councilor District 2

Councilor District 4

Referencing the first 7 questions, we encourage you to present your “Plan of Action” in these areas.

1. Please identify the leadership qualities & experiences you will bring to this position.

I have owned my own small businesses here in Las Cruces, including the social media Facebook page Everything, Las Cruces, along with other managerial positions such as leading teams of employees to pursue sales goals monthly and recruit new business, while maintaining current clients. While in these leadership positions of owning my own businesses and managerial positions, it was important to establish trust and show dedication to my employees and be a facilitator while collaborating with many diverse groups. This will also be a key component to being a city counselor and bringing those qualities with me to working with the constituents of Las Cruces.

2. Ensuring all voices are heard & considered can be daunting, what is your plan to actively engage citizens & businesses in the decision-making process for city policies & projects, while maintaining civility and decorum between all interested parties?

Owning my social media platform, Everything, Las Cruces, I have experience in being able to engage the citizens of Las Cruces and provide them a platform to voice those opinions while doing so with civility and decorum. I am running to be the voice for the citizens of Las Cruces and for my district. I am not running for my own ideologies and personal agendas. This position is to be a public servant and do what is best for our community. I will be interested holding town halls and forums to hear what the citizens of Las Cruces have to say, have them be a part of the decision-making process, and be transparent in what we as a council are capable of doing or how we can achieve that goal, which we know is not being done currently.

3. Economic & business development, along with talent/workforce preparation, in Las Cruces is key to our continued growth & sustainability. Please give us your definition of “business friendly” & describe your economic development plan, including entrepreneurship.

In order for Las Cruces to be “Business friendly”, we first have to make sure that we are supporting local businesses with not only our patronage, but with resources that they need to not only survive, but to thrive in our community. My plan for economic development for our community would be to start streamlining the permit process for those wanting to start up or grow their business in Las Cruces. I also want to offer business incentives for those that want to start a business or to bring other businesses to our city. We need to make sure that our businesses are safe and protected in our community. If we cannot change this soon and make Las Cruces a more attractive “business friendly” city, it will be difficult to have any new and sustainable economic development. Lastly, I want to begin a program where local business professionals offer their expertise once a week to help our local entrepreneurs in their businesses, from how to set up a business properly with a business license, to accounting, etc. I believe this will help many businesses in our community become more knowledgeable and become more stable in the long term.

4. Addressing homelessness is a complex issue. What strategies do you propose to provide support and resources for individuals experiencing homelessness while also addressing the concerns of residents and business owners?

I believe that we have created an unsafe environment with the homelessness situation the last few years in our community. It is not only unsafe for those that are homeless, but our residents and business owners as well. We need to come up with a solution together where

we can slow down the growth of homelessness in Las Cruces and reestablish resolutions on panhandling that we had in years past. We have to encourage those that are experiencing homelessness to want to improve their situation and seek out resources that are available in our community to help them.

- 5. Over the past few years, we have experienced a tremendous growth in residential & commercial building. We often hear concerns over the amount of time it takes for permitting, inspection, etc. in order to reach occupancy. It has also been stated that many of the City's policies actually increase the cost of building, which unfortunately, is passed on to the consumer. What is your plan to balance the policies of the City with a timely process from beginning to occupancy?**

I want to start with, again, streamlining the permitting processes in our city for those that are building in our community. That will be one of the first priorities to help developers in our area. We also need to be able to offer incentives to developers, so that the cost is not always past down to the consumer. The policies in place need to be reevaluated so that it helps the consumers in our community, while also benefitting the developer and city.

- 6. Ensuring the safety of our residents and businesses is paramount. What strategies do you propose to address and reduce crime in Las Cruces, while also building trust between law enforcement and the community?**

Public safety in our community needs to be a number one priority for those that are elected into office this next election. Our police force is understaffed and overworked with at minimum, 20+ hours of overtime that is mandatory each week. We need to increase staffing in our police department and increase their training opportunities in various areas to be able to be more effective in their profession and continue building trust in our community. We also need to allow them to do their jobs and start making Las Cruces a safer community again.

- 7. Affordable housing is a concern for many residents and businesses. What steps do you plan to take to promote and facilitate the development of income-aligned housing in Las Cruces through your role on the Las Cruces City Council?**

This also goes back to the previous question of helping the developer with incentives and streamlining processes to lower the costs to the consumers in our community. We also need to expand on the incentives to developers to increase the appeal of building more housing in our city that is affordable to all income levels, not just those that are in the middle or high class range, which we tend to see now.

Optional "just for fun" questions

- If you could have any superpower for a day, what would it be and how would you use it to benefit the residents of Las Cruces?**
- If you had the chance to invite any historical figure, living or dead, to dinner in Las Cruces, who would it be and why? What would you talk about and where would you take them in our city?**
- If you could choose a theme song to represent your vision for Las Cruces, what song would it be and why?**

